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Access DB# 113996

SEARCH REQUEST FORM

Scientific and Technical Information Center

Requester's Full Name: SETH BELLER Examiner #: 79346 Date: 2/10/04
 Art Unit: 2644 Phone Number 30 5 4907 Serial Number: 091264 432
 Mail Box and Bldg/Room Location: FR2 6641 Results Format Preferred (circle): PAPER DISK E-MAIL

If more than one search is submitted, please prioritize searches in order of need.

Please provide a detailed statement of the search topic, and describe as specifically as possible the subject matter to be searched. Include the elected species or structures, keywords, synonyms, acronyms, and registry numbers, and combine with the concept or utility of the invention. Define any terms that may have a special meaning. Give examples or relevant citations, authors, etc. if known. Please attach a copy of the cover sheet, pertinent claims, and abstract.

Title of Invention: System and method of inserting advertisements into an information Retrieval system

Inventors (please provide full names): Phillip V. Golman; Michael A. Killian; Daniel J. Zigmund

Earliest Priority Filing Date: 3/9/99

For Sequence Searches Only Please include all pertinent information (parent, child, divisional, or issued patent numbers) along with the appropriate serial number.

Looking for method of "overwriting/overlaying" a pre-existing advertisement on a web page with an advertisement that is locally stored. The new ad is selected based on the user profile. Similar to something Gator.com did early 2000 with the "GATOR" global advertising network and got into a lot of trouble over it.

Microsoft assigns.

(N)
Surf + turf

local banner ads/cached → on your workstation

User profile identifies with local ad
overlayed

Banner ads

pop-up overlay
each ad not whole page

web use
tv set

Waylon H. Wherry

2-10-2004 2:44 pm

STAFF USE ONLY

Searcher: Vannetta K. Kinnick
 Searcher Phone #: 703 226 5850
 Searcher Location: FR2 6641
 Date Searcher Picked Up: 02/10/04
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